
Application Ref: NP/13/0528

Application Type	Advert
Grid Ref:	SN10103703
Applicant	PCNPA
Agent	Miss J Simpson, PCNPA
Proposal	Interpretation Panel on gatepost
Site Location	Access Gate, Pentre Ifan, Nr Nevern, Pembs
Case Officer	Sian Davies

Summary

This is an application made under The Town and Country Planning (Control of Advertisements) Regulations 1992 (as amended) for the display of advertisements. Advertisement Consent is sought for a single Interpretation Panel sign relating to the historical Burial Chamber known as Pentre Ifan, which is situated 2.4km east of Newport off the A487. The sign will measure 230mm long and 90mm wide and will be placed on the gatepost of the existing wooden gateway which gives access to the historical site.

The proposed sign is considered to be appropriately sited, and of an acceptable scale, colour and design which is in harmony with the historical context of the site. As such the proposal does not adversely affect the visual amenity of the immediate surroundings or cause any harm to public safety. Accordingly, the advertisement is considered to be compliant with the primary purposes of the National Park and subsequent policies 7,8,13, 15 and 30 of the Local Development Plan. The advertisement is also in accordance with national guidance contained in Planning Policy Wales, Edition 5 (November 2012), Technical Advice Note 7 – Outdoor Advertisement Control (1996) and the Town and Country Planning (Control of Advertisements) Regulations 1992. As a result the application is recommended for approval subject to appropriate conditions.

The application has been referred to the Development Management Committee as the applicant is the Pembrokeshire Coast National Park Authority.

Consultee Response

PCNPA Access Officer: No adverse comments

CADW - Protection & Policy: No adverse comments

PCC - Transportation & Environment: No objection

Nevern Community Council – Recommend approval

Public Response

The application was advertised by a site notice displayed on the access gate on 10th December 2013. No letters have been received at the time of this report.

Policies considered

Please note that these policies can be viewed on the Policies page
Pembrokeshire Coast National Park website -

<http://www.pembrokeshirecoast.org.uk/default.asp?PID=549>

LDP Policy 01 - National Park Purposes and Duty
LDP Policy 07 - Countryside
LDP Policy 08 - Special Qualities
LDP Policy 13 - Historic Landscapes Parks and Gardens
LDP Policy 15 - Conservation of the Pembrokeshire Coast National Park
LDP Policy 29 - Sustainable Design
LDP Policy 30 - Amenity
SPG06 - Landscape
TAN 07 - Outdoor Advertisement Control
TAN 12 - Design

Officer's Appraisal

Background and History

'The Origins Project'

The origins project is part of the 'Makers of Wales' prehistoric strand of the CADW pan-Wales interpretation plan. The funding comes from the Welsh Government's Heritage Tourism Project, which is backed with European funding. The project aims to maximise the economic value of heritage through increasing the volume, length and value of visits to Wales, linking themes of Welsh heritage at national, regional and local levels. The project will also make sure that Wales's outstanding heritage is more accessible and enjoyable to visit – for those who live in Wales and for visitors.

The funding will support the following PCNPA project:

- To enhance the site at Castell Henllys including developing it as a regional hub for the origins and prehistory of Wales
- The upgrading of the Castell Henllys site, together with directional signs and interpretation panels all form part of this project.

In addition, the project is proposing the installation of interpretation panels/sign at various prehistory satellite sites throughout the North of the county within the National Park.

The proposed interpretation panel relates to the burial chamber known as Pentre Ifan which is celebrated as one of the most impressive megalithic monuments in Wales. The chamber stands isolated on the upper slopes of a ridge, crowned by Carneddau Meibion Owen to the south-west, and

commands extensive views over the Nevern Valley. The site is privately owned and is a designated CADW site where an existing CADW sign is located on a wooden post on the ground immediately south of the access gate and adjacent to the site itself. CADW proposes to replace their existing signs in 2015 however the particulars of the proposals have not yet been specified.

In relation to context, the site is within proximity of Preseli Special Area of Conservation (SAC) and is within the Historic Landscape of the Preseli Mountains.

Relevant Planning History

No relevant planning history

Constraints

Special Area of Conservation – within 500m
Biodiversity Issue
Historic Landscape
Rights of Way Inland – within 50m
Recreation Character Areas

Current Proposal

This is an application made under The Town and Country Planning (Control of Advertisements) Regulations 1992 (as amended) for the display of advertisements. Advertisement Consent is sought for a single Interpretation Panel to be placed on the existing gatepost of the access gate to the historical Neolithic Burial Chamber known as Pentre Ifan. The proposed interpretation panel will be di-bond - aluminium and plastic composite, with a dark brown background and white text. The panel will be bi-lingual with approximately 30 words of text. The panel will include the name of the site at the top, a grid reference, statement of who looks after the site, 2 QR (quick response) codes, Pembrokeshire Coast National Park logo and phone number, CADW and Welsh Assembly logos along with the origins icon. The panel will measure 230mm long by 90mm wide and will be placed 770mm above ground to the base of the advertisement. The sign will not project any wider than the gatepost and will not be illuminated.

Key Issues

In dealing with applications for advertisement the planning authority may consider only two issues; namely amenity and public safety.

Impact on Amenity

In practice, 'amenity' is usually understood to mean the effect upon visual amenity in the immediate neighbourhood of displaying the advertisement, or using an advertisement site, where passers-by, or people living there, will be aware of the advertisement.

Paragraph 3.5.2 of Planning Policy Wales (PPW) notes that:-

“The test in considering an advertisement’s impact on amenity is whether it will adversely affect the appearance of the building, or of the immediate neighbourhood, where it is to be displayed. Local planning authorities should therefore consider the local characteristics of the neighbourhood, including its scenic, historic, architectural or cultural features. Because assessment of these factors may appear to involve some subjective judgement, authorities should be consistent in their assessment of visual impact in similar or comparable neighbourhoods or surroundings”

Technical Advice Note 7 – Outdoor Advertisement Control offers specific advice in the case of National Parks advising that close scrutiny of applications for advertisement consent is required. Paragraph 19 states:-

“In National Park, Areas of Outstanding Natural Beauty and conservation areas, stricter controls usually apply to the display of advertisements which do not require the local planning authority’s express consent. Applications for express consent also need to be closely scrutinised to ensure that the proposal do not compromise the aims of an area’s designation”

In regard of local policy, policy 8 of the Pembrokeshire Coast National Park Local Development Plan (LDP) is a strategy policy which ensures that the special qualities of the National Park will be protected and enhanced. Policy 15 seeks to conserve the National park, with criteria (a) and (b) resisting development that would cause significant visual intrusion, and/or that would be insensitively or unsympathetically sited within the landscape. Policy 30 (d) seeks to avoid development that is visually intrusive.

The application site is situated in a remote rural location which is accessed off the A487, via a network of small lanes with parking provided within a layby adjacent to the wooden gateway. There is an existing CADW interpretation sign located on a wooden post on the ground to the south of the gateway and another located on the grounds adjacent to the site itself. The access gate where the interpretation panel will be situated is set back from the main road, and is screened by mature hedgerows and shrubs. As a result the interpretation panel will not be immediately visible from the main road or from the wider landscape.

The proposed sign is considered to be appropriately sited, and of an acceptable scale, colour and design which is in harmony with the historical context of the site, and as such does not adversely affect the visual amenity of the immediate surroundings. Albeit there being two existing CADW signs the addition of this small interpretation panel on an existing gate will not lead to a proliferation of signs to the detriment of the character of the area and as a result the appearance of the open countryside is conserved. In addition the proposal will not cause any harm to the adjoining Preseli SAC and the wider historical pastures of the Preseli Mountains. Accordingly, the proposal is considered to be compliant with Policies 8, 13, 15 and 30 of the Local Development Plan and can be supported.

Impact on Public Safety

On the issue of public safety paragraph 3.5.1 of the Planning Policy Wales (edition 5) states

“The control regime does not enable the authority to regulate the subject matter of any advertisement. The test in assessing an advertisement’s impact on public safety is whether the advertisement itself, or the exact location proposed for its display, is likely to be so distracting or confusing that it creates a hazard to, or endangers, people in the vicinity who are taking reasonable care for their own and others’ safety”

The wooden gateway where the proposed interpretation panel will be situated is set back from the main road, and is screened by mature hedgerows and shrubs and is therefore not immediately visible from the road and to passers-by. The sign is non-illuminated, appropriately sited and is relatively small in size. As such, it is considered that the proposed sign will not be distracting or confusing to road users or pedestrians and is unlikely to cause any harmful distraction. Accordingly, it is considered that the advertisement does not affect public safety and is therefore compliant with national guidance.

Conclusion

The proposed sign is considered to be appropriately sited, and of an acceptable scale, colour and design which is in harmony with the historical context of the site. As such the proposal does not adversely affect the visual amenity of the immediate surroundings or cause any harm to public safety. Albeit there being two existing CADW signs the addition of this small interpretation panel on the existing gate will not lead to a proliferation of signs to the detriment of the character of the area and as a result the appearance of the open countryside is conserved. Accordingly, the advertisement is considered to be compliant with the primary purposes of the National Park and subsequent policies 7, 8, 13, 15 and 30 of the Local Development Plan. The advertisement is also in accordance with national guidance contained in Planning Policy Wales, Edition 5 (November 2012), Technical Advice Note 7 – Outdoor Advertisement Control (1996) and the Town and Country Planning (Control of Advertisements) Regulations 1992.

Recommendation

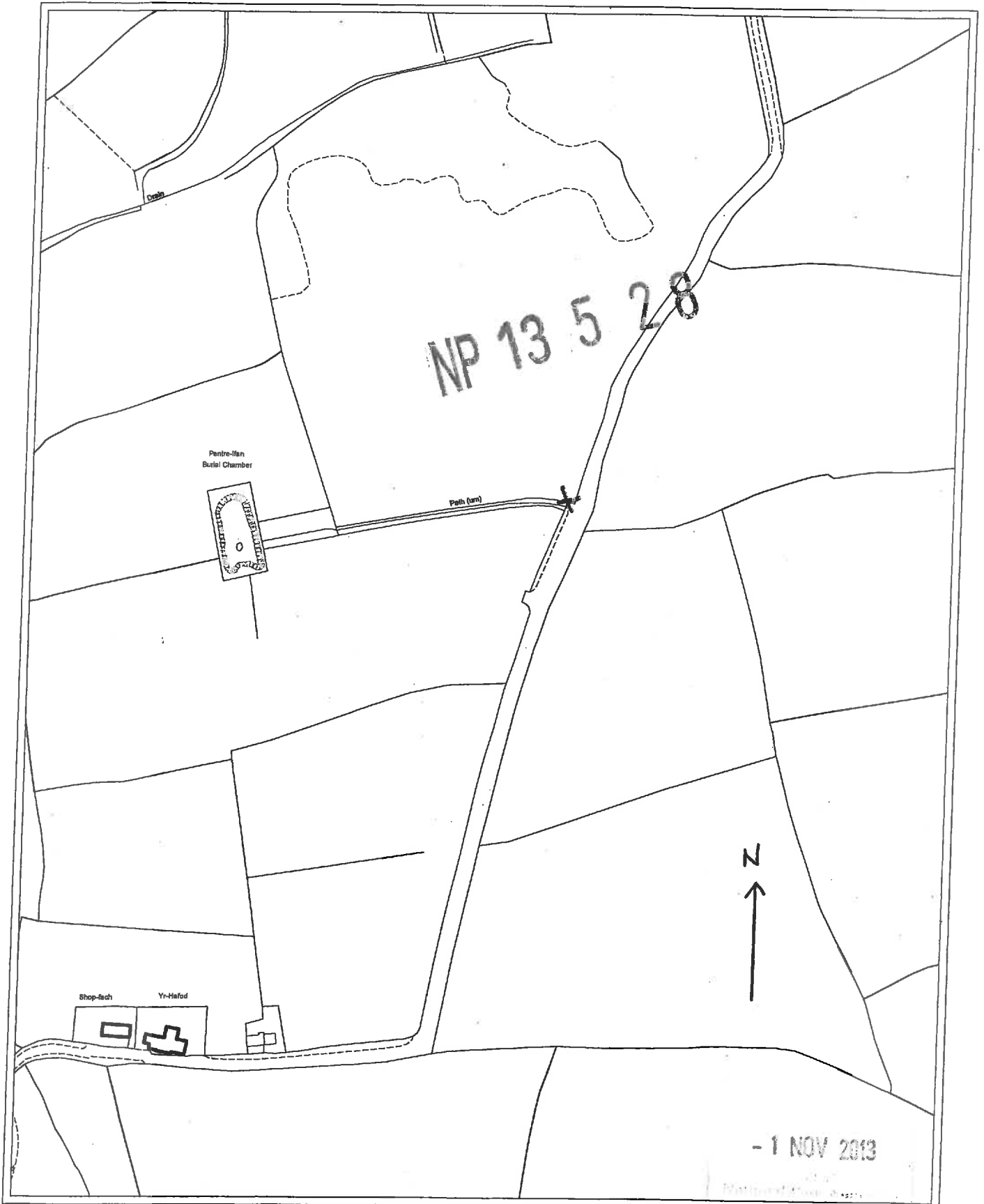
That the application be approved subject to condition relating to the standard time of 5 years, that the development is to be undertaken strictly in accordance with the deposited plans, that the display shall be maintained in a clean and tidy condition, and shall be removed to the reasonable satisfaction of the local planning authority at the expiry of the standard 5 year period given for advertisement consent.

Origins Satellite Sites

Pentre Ifan

Compiled by TJ on 2 October 2013

Scale 1:2500



- 1 NOV 2013

Item 6g)

Pembrokeshire Coast

18 NOV 2013

NATIONAL PARK AUTHORITY

← 90 mm →



Pentre Ifan

Y cerrig anferth hyn yw'r
cyfan sydd wedi goroesi o
feddrod siambr ble
gosodwyd olion pobl bwysig
tua chwe mil o flynyddoedd
yn ôl.

These huge stones are all that
survive of a chambered tomb
where the remains of
important people were
placed around six thousand
years ago

Grid ref SN123456

Mae'r safle hwn yng ngofal XYZ
This site is cared for by XYZ



Awdurdod Parc Cenedlaethol Arfordir Penfro
Pembrokeshire Coast National Park Authority
0845 345 7275

+ Cadw



8528

238 mm